**Wrapping it up in Washington □ Slicing up the copyright pie □ Paying up for football**


# Broadcasting Aug 4

The newsweekly of broadcasting and allied arts

Our 49th Year 1980



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# The Week in Brief

TOP OF THE WEEK

**FCC PULLS THE REINS** ☐ At its August wrap-up meeting, the commission pulls back its near-decision to favor the Magnavox system for AM stereo. It also decides 9 khz channel spacing needs a harder look. **PAGE 23.**

**MORE WATCHING ON CABLE** ☐ Nielsen study in eight markets shows viewing in CATV homes exceeds that in non-cable households. **PAGE 27.**

**MEAGER SHARE** ☐ The Copyright Royalty Tribunal decrees that broadcasters will get only 3.25% of the nearly $15 million in copyright fees collected from cable in 1978. **PAGE 28.**

**STEP FORWARD, STEP BACKWARD** ☐ The House Commerce Committee approves legislation that would amend telecommunications sections of the Communications Act. But the Senate Commerce Committee practically forecloses action on its version which has broadcast and cable provisions. **PAGE 30.**

JOURNALISM

**TALE OF TWO CITIES** ☐ Journalism suffers a setback when authorities, armed with a search warrant, invade the newsroom of KBCI-TV Boise, Idaho. It is the realization of fears created by the Supreme Court's *Stanford Daily* decision. **PAGE 32.** Journalism makes a gain in Philadelphia, however, when an appeals court says reporters have "qualified privilege" not to reveal unpublished material, including outtakes. **PAGE 34.**

BUSINESS

**BRISK UP-FRONT SELLING** ☐ The TV networks have almost completed sales for next season's prime-time schedule. They expect to match last year's $1.6 billion. **PAGE 36.**

PROGRAMING

**LONG HAUL IN HOLLYWOOD** ☐ Negotiations resume today in the SAG-AFTRA standoff with producers but both sides appear adamant about their stands on the new technologies. NBC, with *Shogun* in the can and the World Series on tap, appears to be the network in best shape for fall. **PAGE 39.**

LAW & REGULATION

**DEPTH OF INVOLVEMENT** ☐ The FCC adopts a policy to clarify the status of all broadcast licenses in a multiple owner's portfolio when one or more is designated for hearing. Commission will initially decide scope of inquiry and properties affected. **PAGE 42.**

MEDIA

**CABLE AMONG THE CABLE CARS** ☐ Strong in numbers and heavy on agenda, the Cable Television Administration and Marketing Society was to open its convention in San Francisco yesterday. Here's a day-by-day rundown of what's happening. **PAGE 45.**

AT LARGE

**THE GOSPEL OF DANIELS** ☐ Since the 1950's, Bill Daniels has espoused the cause of cable television. So much so that he has played an instrumental role in the emergence of many MSO's. Now chairman of Daniels & Associates, Denver, he offers insight into those years and an assessment of cable to come. **PAGE 48.**

**ADVOCATE OF ADVOCACY** ☐ The 4A's issues a position paper supporting media acceptance of issue advertising. **PAGE 52.**

**UNION COMPLAINTS** ☐ The International Association of Machinists and Aerospace Workers will contest the renewal of three network O&O stations. It's to protest treatment of IAM on newscasts. **PAGE 52.** The American Federation of State, County and Municipal Employes rallies its membership to seek access to radio, TV and cable. **PAGE 53.**

SPECIAL REPORT

**FOOTBALL '80** ☐ Radio and television rights payments of $207.2 million will be made this season to the National Football League, the NCAA and colleges. That's $6 million more than last year. Advertising in Super Bowl XV will go up to $275,000 for a 30-second spot. **PAGE 56.**

TECHNOLOGY

**CBS ON TELETEXT** ☐ In its formal petition to the FCC, the network explains why it decided to force the issue and seek a rulemaking to establish standards. **PAGE 62.**

PROFILE

**ATC'S RIFKIN** ☐ It took just one look at cable television to convince Monty Rifkin that it was the field where his future was. That conviction in 1959 and a no-nonsense approach in the ensuing years have brought him to the chairmanship and presidency of American Television & Communications Corp. **PAGE 89.**


| Other departments | | | | | | | |
|---|---|---|---|---|---|---|---|
| Bottom Line | 38 | Changing Hands | 53 | For the Record | 66 | News Beat | 34 |
| Business Briefly | 8 | Closed Circuit | 7 | In Sync | 64 | Playback | 40 |
| | | Datebook | 18 | Intermedia | 55 | Stock Index | 87 |
| | | Editorials | 90 | Monday Memo | 16 | Washington Watch | 44 |
| | | Fates & Fortunes | 83 | Monitor | 40 | Where Things Stand | 12 |


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## Week's worth of earnings reports from stocks on Broadcasting's index

| Company | Period/Ended | Current and change: Revenues | % Change | Net Income | % Change | Per Share | Year earlier: Revenues | Net Income | Per Share |
|---|---|---|---|---|---|---|---|---|---|
| **Adams-Russell** | 9 mo. 6/29 | $25,626,000 | +22.9 | 1,814,000 | + 38.9 | .99 | 20,853,000 | 1,306,000 | .74 |
| **American Broadcasting Cos.** | 26 wk. 6/28 | 1,125,385,000 | +18.0 | 78,115,000 | - 5.4 | 2.77 | 953,426,000 | 82,426,000 | 2.94 |
| **Capital Cities Communications** | 6 mo. 6/30 | 227,228,000 | +14.6 | 35,716,000 | + 17.8 | 2.71 | 198,242,000 | 30,322,000 | 2.20 |
| **Comsat** | 6 mo. 6/30 | 142,232,000 | +14.9 | 19,018,000 | - 15.5 | 2.38 | 123,597,000 | 22,508,000 | 2.81 |
| **Cox Broadcasting** | 6 mo. 6/30 | 144,010,000 | +24.9 | 22,748,000 | + 6.6 | 1.68 | 115,297,000 | 21,335,000 | 1.59 |
| **Dun & Bradstreet** | 6 mo. 6/30 | 579,848,000 | +30.9 | 51,238,000 | + 13.9 | 1.84 | 442,951,000 | 44,981,000 | 1.61 |
| **Lee Enterprises** | 9 mo. 6/30 | 103,306,000 | +18.6 | 15,963,000 | + 45.2 | 2.22 | 87,095,000 | 10,994,000 | 1.51 |
| **Media General** | 6 mo. 6/30 | 162,353,000 | +20.5 | 13,933,000 | + 19.8 | 1.93 | 134,781,000 | 11,651,000 | 1.56 |
| **Metromedia** | 6 mo. 6/29 | 213,569,000 | +11.9 | 25,486,000 | + 43.6 | 5.58 | 190,717,000 | 17,414,000 | 3.79 |
| **Telepictures** | year 3/31/80 | 8,003,200 | — | *1,213,700 | — | .59 | 50,900 | *-490,900 | - .25 |
| **Texscan** | year 4/30/80 | 16,095,910 | +49.1 | 809,598 | +149.4 | .76 | 10,797,855 | 324,574 | .13 |
| **Time Inc.** | 6 mo. 6/30 | 1,383,736,000 | +17.0 | 68,961,000 | 0.0 | 2.45 | 1,165,679,000 | 68,948,000 | 2.47 |
| **Viacom** | 6 mo. 6/28 | 72,231,000 | +44.7 | 6,731,000 | + 9.0 | 1.54 | 49,905,000 | 6,175,000 | 1.62 |
| **Warner Communications** | 6 mo. 6/30 | 876,945,000 | +12.0 | 60,599,000 | + 18.8 | 2.13 | 783,275,000 | 51,010,000 | 1.91 |
| **Walt Disney Productions** | 9 mo. 6/30 | 649,001,000 | +17.3 | 94,562,000 | + 28.0 | 2.91 | 553,206,000 | 73,851,000 | 2.28 |
| **Wometco Enterprises** | 24 wk. 6/14 | 153,168,000 | +11.7 | 9,446,000 | + 6.0 | 1.07 | 134,747,000 | 8,909,000 | 1.04 |
| **Zenith Radio** | 6 mo. 5/30 | 530,000,000 | +11.2 | 10,700,000 | + 78.3 | .57 | 475,800,000 | 6,000,000 | .32 |

*1979 data covers from Sept. 6, 1978, inception of company to March 31, 1979.

# Short yardage on football prices

**Long-term network contracts hold total rights increases to $6 million; 30-second spots in Super Bowl cost $275,000**

Last Saturday in Canton, Ohio, broadcasters kicked off a football season that will cost them more than $207 million. And it will keep bouncing until the final whistle is blown Feb. 1 in Honolulu's Pro Bowl.

The $207,241,350 is the estimated total rights payment that the nation's radio and television will pay to take their cameras and mikes into the football stadiums this season.

It's a modest $6 million increase over last year's $201,216,571. Most of the gain is attributable to new radio network contracts and to a slight adjustment in TV payments to the National Collegiate Athletic Association.

However, rights payments of the major television networks are virtually stabilized: The networks are in the third year of four-year contracts with the National Football League and the NCAA (BROADCASTING, Aug. 7, 1978).

Percentagewise, the biggest gains come at the local level in radio and TV rights for college and pro games.

According to BROADCASTING's annual survey of the networks, colleges and professional clubs, here is how the 1980 radio-TV rights package breaks down:

- $199,225,000 from the television and radio networks for college and professional games. That is $5.2 million more than the $194 million for last season.
- $4,507,500 from local radio stations or rights holders for radio rights to NFL preseason and regular-season games. Last year the figure was $4,205,000.
- $829,000 for local TV rights for NFL preseason games, a substantial increase over 1979's $652,000.
- $2,679,850 for local radio and delayed TV rights to schools and colleges, 13.5% more than last year's $2,359,571.

The networks' rights bill for the coming season will have ABC-TV paying the NCAA an estimated $31.5 million for college games; $46 million for NFL preseason and Monday night football; $12 for its NFL prime-time miniseries; $1.5 million for the Pro Bowl, and $200,000 for last Saturday's Hall of Fame game in Canton.

CBS-TV will pay $51 million for its coverage of the NFL's National Football Conference games in preseason, regular season, playoffs and conference championship.

NBC-TV will pay $45 million to cover the NFL's American Football Conference during preseason, regular season, conference playoffs and conference championship. This is aside from $6 million for its Super Bowl telecast in January from New Orleans. Super Bowl coverage alternates each year between CBS-TV and NBC-TV.

The national radio networks' coverage of college and pro games will cost more than $6 million in payments by ABC, CBS, Mutual and NBC. A major portion of that stems from the four-year contract renewal that CBS Radio signed with the NFL last winter. It runs through 1983 for a total of $12.1 million (BROADCASTING, March 10).

The game plans of local radio and TV stations' hometown coverage of the NFL action are on pages 58 and 59. And here's how the radio and television networks expect to use the rights they are buying this season:

ABC-TV was scheduled to open its football season last Saturday (Aug. 2) with the Hall of Fame game between San Diego and Green Bay. It was one of three preseason pro games on ABC's schedule. The others: Pittsburgh at Atlanta in a prime-time game Friday, Aug. 15 (9 p.m. NYT) and Philadelphia at New England Sunday, Aug. 24, at 12:30-3:30 p.m.

Numerically, ABC's pro-football schedule is the same as last year's: 16 NFL *Monday Night Football* games plus three games on Thursday nights and one on a Sunday night. The regular-season opener will be Dallas at Washington on Monday, Sept. 8, at 9 p.m. NYT. (All Monday-night games will start at 9.)

The Thursday-night specials will be Los Angeles at Tampa Bay on Sept. 11 at 9 p.m.; San Diego at Miami on Nov. 20 at 8:30, and Pittsburgh at Houston on Dec. 4 at 8:30. The Sunday-night game will be San Diego at Dallas on Oct. 26 at 9 p.m.

Howard Cosell and play-by-play reporter Frank Gifford will be joined by either Don Meredith (for 14 games of the regular season) or Fran Tarkenton (for 10 games including three preseason).

ABC-TV has not yet announced details

of its Feb. coverage of the Pro Bowl.

ABC will also put the opener of its *NCAA Football* season into Monday night on Sept. 1, featuring Texas and Arkansas at 9 o'clock. Three regional games are scheduled for *NCAA Football's* opening Saturday edition on Sept. 6.

College games already scheduled for national telecast, in addition to Texas-Arkansas, are Pittsburgh at Penn State on Friday, Nov. 28 at 1 p.m., and Notre Dame at the University of Southern California on Saturday, Dec. 6, at 3:45 p.m.

In all, *NCAA Football* will include 13 national and 45 regional appearances, with each market receiving 23 games throughout the 13-week regular season. Among the bowl games, ABC will have the Sugar on Jan. 1 in New Orleans in addition to the Liberty on Saturday afternoon, Dec. 27, in Memphis and the Gator in Jacksonville, Fla., on Monday night, Dec. 29.

For the NCAA games, Keith Jackson will return as the principal play-by-play reporter along with Al Michaels. The leading analysts will be Frank Broyles, former head coach at Arkansas, and Ara Parseghian, former head coach at Notre Dame.

In the NFL games, 30-second spots are being sold at $110,000 each for 1980 or at $115,000 each as a two-year "protected price" covering both the 1980 and 1981 seasons. Last year, advertisers who had bought for both 1978 and 1979 were paying $85,000 per 30; those who bought for 1979 alone paid $95,000.

In NCAA games, 30-second spots are priced at $50,000 each for 1980 alone, or at a "protected price" of $54,000 covering both 1980 and 1981. For the Liberty Bowl, 30's are pegged at $29,000 each; for the Gator, $50,000, and for the Sugar, $70,000. Last year the comparable figures were $25,000, $40,000 and $60,000.

CBS-TV opens its professional football season on Sunday, Aug. 17, with the first of two preseason games, New Orleans at Houston, starting at 1 p.m. NYT. The second preseasoner, Pittsburgh at Dallas, is scheduled Saturday, Aug. 30, at 9 p.m.

CBS's regular-season schedule totals 104 games, predominantly between National Football Conference rivals but 23 between National and American conference teams. Kickoff date is Sunday, Sept. 7, when six regional contests are scheduled. Doubleheaders are set for eight Sunday afternoons: Sept. 14 and 21; Oct.

TEXT CONTINUES ON PAGE 60

# Local TV preseason NFL coverage

| *Team* | *Originator* | *Regional network; games scheduled; rights holder* |
|---|---|---|
| **AFC East** | | |
| Baltimore Colts | WMAR-TV Baltimore | Regional net. of four; two live games, two tape delay; station holds rights. |
| Buffalo Bills | WKBW-TV Buffalo | Regional net. of two; two live games; station holds rights. |
| Miami Dolphins | WTVJ Miami | No regional net.; two live games, two tape delay; station holds rights. |
| New England Patriots | WBZ-TV Boston | No regional net.; probably two games, status TBA; station holds rights. |
| New York Jets | WPIX New York | No regional net.; two games, status TBA; station holds rights. |
| **AFC Central** | | |
| Cincinnati Bengals | WLWT Cincinnati | Regional net. of three; two live games, two tape delay; station holds rights. |
| Cleveland Browns | WKYC-TV Cleveland | No regional net.; three live games; station holds rights. |
| Houston Oilers | KPRC-TV Houston | No regional net.; one live game, two tape delay; station holds rights. |
| Pittsburgh Steelers | WIIC-TV Pittsburgh | To feed one other station; one live game, one tape delay; station holds rights. |
| **AFC West** | | |
| Denver Broncos | KBTV Denver | Feeds to two other stations; three live games, one tape delay; station holds rights. |
| Kansas City Chiefs | KMBC-TV Kansas City | No regional net.; two live games, two tape delay; station holds rights. |
| Oakland Raiders | KRON San Francisco | No regional net.; one live game, two tape delay; station holds rights. |
| San Diego Chargers | KGTV San Diego | No regional net.; two live games, status of two other TBA; Bob Speck Productions holds rights. |
| Seattle Seahawks | KIRO-TV Seattle | No regional net.; three live games; station holds rights. |

| *Team* | *Originator* | *Regional network; games scheduled; rights holder* |
|---|---|---|
| **NFC East** | | |
| Dallas Cowboys | KXAS-TV, Dallas-Fort Worth | No regional net.; one live game, one tape delay; status of other two games (on national networks) to be determined; Nevin Lyerly Productions, Austin, Tex., holds rights. |
| New York Giants | WPIX New York | No regional net.; four games, status TBA; station holds rights. |
| Philadelphia Eagles | WCAU-TV Philadelphia | No regional net.; three games, status TBA; station holds rights. |
| St. Louis Cardinals | No local preseason telecasts. | |
| Washington Redskins | WJLA-TV Washington | Regional net. of eight; two live games, two tape delay; station holds rights. |
| **NFC Central** | | |
| Chicago Bears | WBBM-TV Chicago | No regional net.; two live game, two tape delay; station holds rights. |
| Detroit Lions | WJBK-TV Detroit | No regional net.; two live games, two tape delay; station holds rights. |
| Green Bay Packers | WBAY-TV Green Bay | Regional net. of four; four live games; station holds rights. |
| Minnesota Vikings | WTCN-TV Minneapolis-St. Paul | No regional net.; two live games, two tape delay; Twin City Federal Savings & Loan Association holds rights. |
| Tampa Bay Buccaneers | WTOG St. Petersburg-Tampa, Fla. | Regional net. of two; one live game, three tape delay; station holds rights. |
| **NFC West** | | |
| Atlanta Falcons | WTCG Atlanta | No regional net.; two live games, one tape delay; station holds rights. |
| New Orleans Saints | WDSU-TV New Orleans | Regional net. of four; one live game, two tape delay; Insilco Sports Network holds rights. |
| Los Angeles Rams | KTTV Los Angeles | No regional net.; one live game, three tape delay; station holds rights. |
| San Francisco 49ers | KPIX San Francisco | Feeds to one other station; two live games, two tape delay; station holds rights. |

# Local radio's pre- and regular-season NFL coverage

| *Team* | *Originator* | *Regional network; games scheduled; rights holder* |
|---|---|---|
| **AFC East** | | |
| Baltimore Colts | WCBM Baltimore | Regional net. of 33; four preseason and 16 regular-season games (preseason will not be on regional net.); station holds rights with Metro Communications Sports, Rockville, Md., handling network. |
| Buffalo Bills | WKBW Buffalo | Regional net. of 10; four preseason and 16 regular-season games; station holds rights. |
| Miami Dolphins | WIOD Miami | Regional net. of 26; four preseason and 16 regular-season games; station holds rights. |
| New England Patriots | WEEI Boston | Regional net. of 32; four preseason and 16 regular-season games; station holds rights. |
| New York Jets | WCBS New York | No regional net.; four preseason and 16 regular-season games; station holds rights. |
| **AFC Central** | | |
| Cincinnati Bengals | WLW Cincinnati | Regional net. of 40; four preseason and 16 regular-season games; station holds rights. |
| Cleveland Browns | WHK Cleveland | Regional net. of 38; four preseason and 16 regular-season games; station holds rights. |
| Houston Oilers | Texas State Network (KTRH Houston) | Regional net. of 86; four preseason and 16 regular-season games; Texas State Network holds rights. |
| Pittsburgh Steelers | WTAE Pittsburgh | Regional net of 43; four preseason and 16 regular-season games; station holds rights. |
| **AFC West** | | |
| Denver Broncos | KOA Denver | Regional net. of 16; four preseason and 16 regular-season games; station holds rights. |
| Kansas City Chiefs | KCMO Kansas City | Regional net. of about 50; four preseason and 16 regular-season games; station holds rights. |
| Oakland Raiders | KGO San Francisco | Regional net. of 15; four preseason and 16 regular-season games; KGO holds rights locally, Lombardo Associates holds rights outside of Bay Area, and KNX(AM) holds rights in Southern Calif. |
| San Diego Chargers | KSDO San Diego | Regional net. of eight; four preseason and 16 regular-season games; station holds rights. |
| Seattle Seahawks | KIRO Seattle | Regional net. of 44; four preseason and 16 regular-season games; station holds rights. |

| *Team* | *Originator* | *Regional network; games scheduled; rights holder* |
|---|---|---|
| **NFC East** | | |
| Dallas Cowboys | KRLD Dallas | Games will be fed to Mutual Southwest network; four preseason and 16-regular season games; station holds rights. |
| New York Giants | WNEW New York | Regional net. of 21; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network. |
| Philadelphia Eagles | WIP Philadelphia | Regional net. of 24; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network. |
| St. Louis Cardinals | KMOX St. Louis | Regional net. of 25-30; four preseason and 16 regular-season games; station holds rights. |
| Washington Redskins | WMAL Washington | Regional net. of 94; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network. |
| **NFC Central** | | |
| Chicago Bears | WBBM Chicago | No regional net.; four preseason and 16 regular-season games; station holds rights. |
| Detroit Lions | WJR Detroit | Regional net. of 45; four preseason and 16 regular-season games; station holds rights. |
| Green Bay Packers | WTMJ Milwaukee | Regional net. of 75; five preseason and 16 regular-season games; station holds rights. |
| Minnesota Vikings | WCCO Minneapolis-St. Paul | Regional net. of approximately 25; four preseason and 16 regular-season games; Twin City Federal Savings & Loan Association holds rights. |
| Tampa Bay Buccaneers | WDAE Tampa | Regional net. of 35; four preseason and 16 regular-season games; Taft Broadcasting Co. holds rights. |
| **NFC West** | | |
| Atlanta Falcons | WGST Atlanta | Regional net. of 75, with negotiations also underway with Alabama Network; four preseason and 16 regular-season games; station holds rights. |
| Los Angeles Rams | KMPC Los Angeles | Regional net. of 20; four preseason and 16 regular-season games; station holds rights. |
| New Orleans Saints | WGSO New Orleans | Regional net. of approximately 40; four preseason and 16 regular-season games; Insilco Sports Network holds rights. |
| San Francisco 49ers | KSFO San Francisco | Regional net. of 12; four preseason and 16 regular-season games; station holds rights. |

5, 19 and 26, Nov. 23 and Dec. 7 and 21. Other coast-to-coast games are Chicago at Detroit on Thanksgiving Day (Thursday, Nov. 27); New York Giants at Washington on Saturday, Dec. 13, and Chicago at Tampa Bay on Saturday, Dec. 20.

The NFC first-round playoff is scheduled for Sunday, Dec. 28; divisional playoffs on Saturday, Jan. 3, and Sunday, Jan. 4, and the NFC championship game on Sunday, Jan. 11.

*NFL Today*, a pregame, half-time and postgame program, will again be broadcast by CBS on each game day.

CBS's broadcast teams for the NFL season are as follows, with the play-by-play reporter listed first and analyst second: Pat Summerall and Tom Brookshier; Vin Scully and Irv Cross; Curt Gowdy and Hank Stram; Gary Bender and John Madden; Lindsey Nelson and George Allen, and Frank Glieber and Roger Staubach. In addition, Dick Stockton and Tim Ryan will also handle play-by-play, and Sonny Jurgenson and John Morris will again serve as analysts.

CBS-TV will also carry six college bowl games: Blue-Gray at Montgomery, Ala., on Dec. 25 at 3:6 p.m. NYT; Sun Bowl at El Paso, Tex., Dec. 27 at 1:30-4:30; Cotton Bowl at Dallas Jan. 1 at 2-5 p.m.; Peach Bowl at Atlanta Jan. 2 at 3-6 p.m.; East-West Shrine Game at Palo Alto, Calif., Jan. 10 at 2:30-6 p.m., and Senior Bowl at Mobile, Ala., Jan. 17 at 1-4 p.m.

CBS officials refused to discuss pricing, but it was understood that over the full season, the NFL games are priced at an average of about $80,000 per 30-second announcement, as compared with about $62,500 last season.

The CBS Radio network, for the third year—and the first year of its new four-year contract—will broadcast 36 NFL games: 26 regular-season contests, including all 16 Monday-night games, starting with Dallas at Washington on Sept. 8 at 8:50 p.m. NYT, and all 10 postseason games. Hank Stram and Jack Buck will cover a majority of the games; Lindsey Nelson and Jim Kelly will cover some. Dick Stockton will handle pregame reports, and Brent Musburger NFL updates and half-time reports. Don Klein rounds out the team. In addition, Stram and Buck will anchor a six-part series of 14-minute *NFL Preview* reports Sept. 1-6.

CBS Radio will also cover three college bowl games: the Sun on Dec. 27, the Cotton on Jan. 1 and the Senior, on Jan. 17, plus a *Cotton Bowl Preview* on Dec. 31.

Among advertisers signed for CBS Radio's NFL coverage are U.S. Bedding (through Grey Advertising); General Motors Acceptance Corp. (Campbell-Ewald); Owens-Illinois (Howard Swink Advertising); Buick (McCann-Erickson); True Value Hardware Stores (Home Products Marketing Association); Anheuser-Busch (D'Arcy, MacManus & Masius); du Pont (BBDO); Homelite (SFM Media Buying Services and Henderson Advertising); Stewart-Warner (Brand Advertising); Sunmark Industries (Gardner); State Farm Insurance (Needham, Harper & Steers) and CBS Entertainment (direct).

Mutual Broadcasting System will be back for the 13th year with the full Notre Dame schedule and an array of nine regular-season games between other college powers.

In addition, Mutual will be in the third year of its five-year contract, reportedly for a total of $1.5 million, with the Southwest Conference. Under it, Mutual Southwest Radio Network will cover the entire schedules of each of the nine conference colleges. These will total 63 games, with most on a regional hook-up.

MBS's college bowl line-up will be the Holiday Bowl, Liberty Bowl, Hall of Fame Classic, Gator Bowl, Orange Bowl and the East-West Shrine Game.

On the professional side, MBS will offer 16 NFL games on Sunday afternoons beginning Sept. 7, with each preceded by a 15-minute pregame show at 3:45 p.m., NYT.

Mutual Southwest Radio Network will again carry the Dallas Cowboys' preseason, regular season and playoff games. It will take feeds of the Cowboys' radio originator, KRLD(AM) Dallas.

Mizlou Productions, New York, again this season will handle five bowl telecasts: the Garden State Bowl on Dec. 14 (12:30 p.m. NYT); the Holiday Bowl Dec. 19 (9 p.m. NYT); Tangerine Bowl Dec. 20 (8 p.m. NYT); Hall of Fame Classic Dec. 27 (8 p.m. NYT) and the Bluebonnet Bowl Dec. 31 (8 p.m. NYT).

NBC Radio will carry the Fiesta Bowl on Dec. 26, starting at 3:30 p.m. NYT, and the Rose Bowl on Jan. 1, starting at 4:45 p.m. A spokesman said the network has not started to sell these games and therefore has not set rates for advertisers.

NBC-TV kicks off its regular-season coverage of 100 professional games on Sept. 7 with seven regional contests, three starting at 1 p.m. NYT and four at 4 p.m. Before that, it will have two preseason games, Houston at Dallas on Aug. 23 starting at 9 p.m. NYT and New England at Seattle on Aug. 29 at 8:30 p.m.

In postseason play NBC will have a wild-card playoff on Dec. 28, AFC divisional playoffs on Jan. 3 and 4 and the AFC championship game on Jan. 11. Super Bowl XV is set for Jan. 25, starting at 6 p.m. NYT.

NBC also has three college bowls: the Fiesta on Dec. 26, the Rose on Jan. 1 (at 5 p.m. NYT) and the Orange, also on Jan. 1 (at 8 p.m.).

NBC's announcing teams include Dick Enberg and Merlin Olsen; John Brodie and Don Criqui; Charles Jones and Len Dawson, and Sam Nover and Bob Trumpy.

The price for a 30-second commercial announcement in the Super Bowl has risen to a record $275,000—up from $234,000 last year on CBS and $185,000 the preceding year on NBC.

In the AFC regular-season games, 30's are pegged at an average of $70,000. In the Dec. 28 wild-card playoff they come to $115,000; in the divisional playoffs, $155,000, and in the AFC championship game $140,000. For the preseason games the average is $47,500.

In NBC's college bowl games, 30's are priced at $45,000 each in the Fiesta, $150,000 in the Rose and $130,000 in the Orange.

BROADCASTING's check of local rights holders indicated that neither fears of recession nor increased station rates has appreciably stemmed the flood of up-front buying.

Ted Adkins, general manager of WTAE-TV Pittsburgh, reported in-game availabilities for the Steelers were sold out five months ago and that, for all intents, selling has been completed on adjacencies.

Gary Brandt, assistant general manager of KRLD(AM) Dallas, the Cowboys' radio

## Network Line-ups

**ABC-TV**

| | |
|---|---|
| Hall of Fame Game | Aug. 2 |
| NFL preseason games | Aug. 2 |
| NCAA college games | Sept. 1 |
| NFL Monday Night Football | Sept. 8 |
| NFL prime time miniseries | Sept. 11 |
| Pro Bowl | Feb. 1 |
| Liberty Bowl | Dec. 27 |
| Gator Bowl | Dec. 29 |
| Sugar Bowl | Jan. 1 |
| Hula Bowl | TBA |

**CBS-TV**

| | |
|---|---|
| NFC preseason games | Aug. 17 |
| NFC games | Sept. 7 |
| NFC divisional playoffs | Jan. 3-4 |
| NFC championship | Jan. 11 |
| Sun Bowl | Dec. 27 |
| Blue-Grey Game | Dec. 27 |
| Peach Bowl | Jan. 2 |
| Cotton Bowl | Jan. 1 |
| East-West Shrine | Jan. 10 |
| Senior Bowl | Jan. 17 |

**NBC-TV**

| | |
|---|---|
| AFC preseason games | Aug. 23 |
| AFC games | Sept. 7 |
| AFC divisional playoffs | Jan. 3-4 |
| AFC championship | Jan. 11 |
| Fiesta Bowl | Dec. 26 |
| Rose Bowl | Jan. 1 |
| Orange Bowl | Jan. 1 |
| Super Bowl | Jan. 25 |

**CBS Radio**

| | |
|---|---|
| Package of 36 NFL games including Monday-night games, and all postseason games | various times |
| Sun Bowl | Dec. 27 |
| Cotton Bowl | Jan. 1 |
| Senior Bowl | Jan. 17 |

**Mutual Radio**

| | |
|---|---|
| NFL games | Sept. 7 |
| Notre Dame games, NCAA wildcards | various times |
| Holiday Bowl | Dec. 19 |
| Hall of Fame Classic | Dec. 27 |
| Liberty Bowl | Dec. 27 |
| Gator Bowl | Dec. 29 |
| East-West Shrine | Jan. 10 |
| Orange Bowl | Jan. 1 |

**NBC Radio**

| | |
|---|---|
| Fiesta Bowl | Dec. 26 |
| Rose Bowl | Jan. 1 |

originator, said sales were going extremely well. "Even with economic conditions being what they are, we are confident of selling out well before the season begins," he added.

Mark Oristano, executive producer for Texas State Network's Houston Oilers' radio games, believes the current business lag will have some effect, although it hasn't hurt the network's Oilers business. "Sales are good," he said, "although there's no question that the state of the economy is affecting certain forms of advertisers. For instance, Detroit is not buying as it did in other years."

Phil Costin, general sales manager of WIOD(AM) Miami, said that tighter times have had a minimal effect on the sale of Dolphins time. "For example, Pabst is out this year due to a change in marketing strategy, but Budweiser is in," he explained. "For the second straight year all programing went in four weeks, with other advertisers in line should there be an availability. And, I'm speaking of all Dolphins programing that begins at least two hours before each game and runs as late as 8:30 in the evening."

Robert Hyland, vice president and general manager of WCBS(AM) New York, said its Jets advertising was 100% sold at prices up close to 20%. Across town, WNEW(AM) was expecting to wrap up its Giants sales by the end of last week.

A spokesman for WBBM(AM) Chicago said Bears sales "have never been better."

**What major schools get from local-regional radio and local TV**

| *Conference* | *Teams* | *Radio stations* | *TV stations* | *Total rights* |
|---|---|---|---|---|
| Atlantic Coast | 8 | 318 | 8 | $178,000 |
| Big Eight | 8 | 307 | 16 | 293,100 |
| Big Ten | 10 | 375 | 16 | 377,750 |
| Pacific Ten | 10 | 132 | 21 | 509,000 |
| Southeastern | 10 | 771 | 68 | 527,000 |
| Southwest | 9 | 200 | 8 | 250,000 |
| Western Athletic | 8 | 50 | 1 | 110,000 |
| Others and independents* | 62 | 681 | 72 | 435,000 |
| **Totals** | **125** | **2,834** | **210** | **2,679,850** |

*Independents do not include Notre Dame

"Sales for Green Bay (Wis.) Packers games are always excellent," according to WTMJ(AM) Milwaukee, which reported it was 99% sold out by the end of July. Preseason sales at WBAY-TV Green Bay were well past the 70% mark last week.

WKBW(AM) Buffalo, N.Y., said its Bills radio games were sold out, in some cases with prices 10% more than last year. From WKBW-TV the word was that preseason Bills TV game sales were "on target."

If there was a local softness, it was in industrial cities such as Detroit and Cleveland. WJAR(AM) Detroit said its Lions sales were a little behind last year, with 75% sold to date. WJBK-TV there reported 60% of its Lions sales completed. Short of Browns sell-outs in Cleveland are WHK(AM) at 80%, and WKYC-TV at 75%.

David Halberstam, manager of the Katz Radio Sports Division, sees an erratic pattern in national and regional spot advertising for pro football. Halberstam, whose unit represents radio originators for nine clubs, said some outlets are doing "quite well" and others are "rather sluggish."

He said there is no consistent indicator to explain the differences; in some instances, he conjectured, it's due to the success or failure of the football franchise and, in others, it's stations and advertisers getting caught in the recessionary squeeze.